



The most powerful multi-channel user engagement platform

WebEngage - The Company

WebEngage is a multi-channel user engagement platform. It automates your communication across your user's lifecycle and helps you send messages via these channels:

- Web Messages
- In-app Messages
- Push Notifications
- Emails
- Text Messages

Highlights

Founded in Oct, 2011

40,000+ installations so far

Team of 70+ employees

Interact with more than 210M users every month.

The most comprehensive multi-channel tool out there.

Trusted By

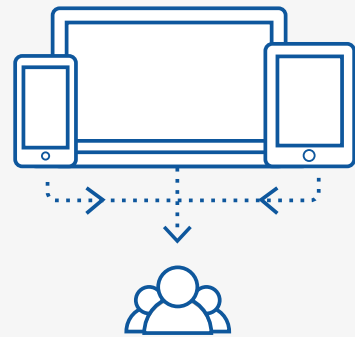


and thousands more...



Headquartered in Mumbai

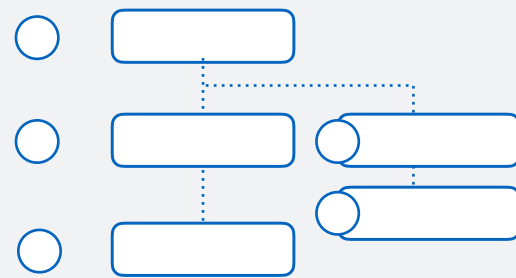
WHAT WE HAVE TO OFFER



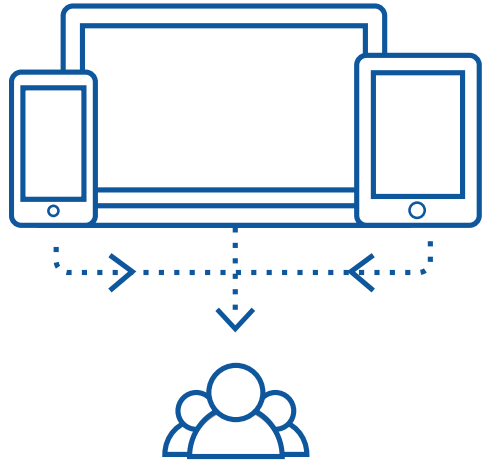
Cross Device User Segmentation



Multi Channel Engagement



Automating Workflows Using Journey Designer

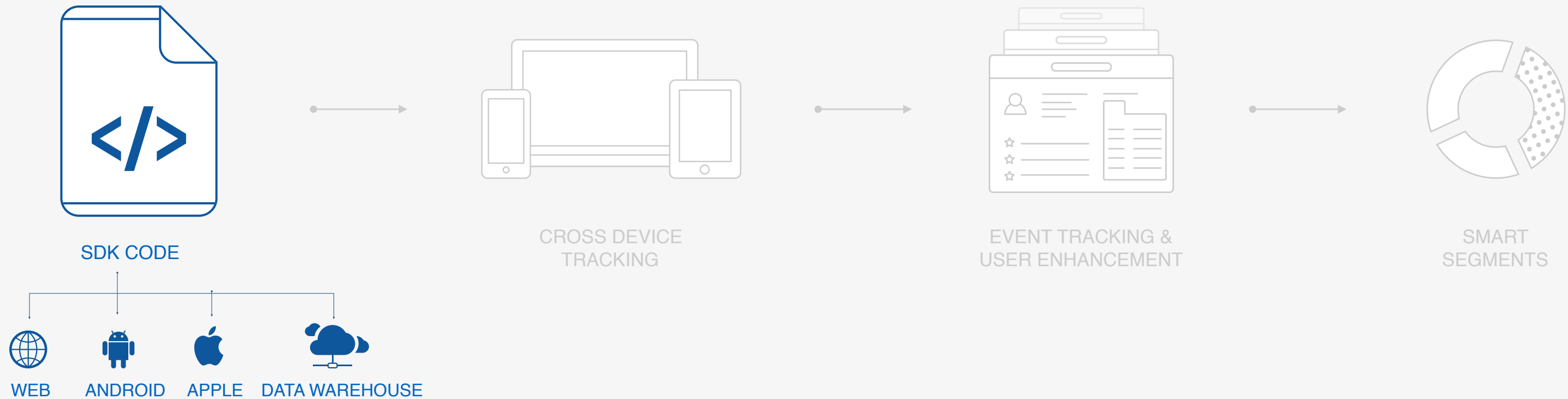


CROSS DEVICE USER SEGMENTATION

We track your users on all the devices they use and enrich their profiles accordingly.

When you use WebEngage, you talk to your customer as one, irrespective of the number of devices they use.

SDK INTEGRATION



Integration with WebEngage is a one-time job and requires minimal assistance.

Once the SDKs are integrated, the data starts to flow into WebEngage, making it measurable and actionable.

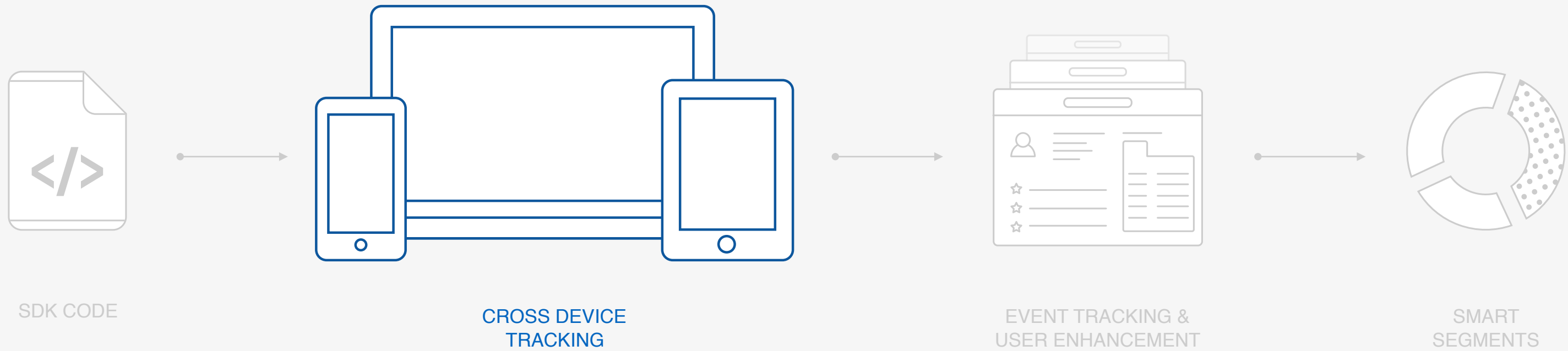
Web SDK: A javascript code snippet to be added in the common footer of your website.

Android SDK: A unique piece of code generated for your android app to be added in your package.

iOS SDK: To be added to your app to track data and employ engagement on your iOS app.

REST API: You can also send your data from your Data Warehouse via REST APIs

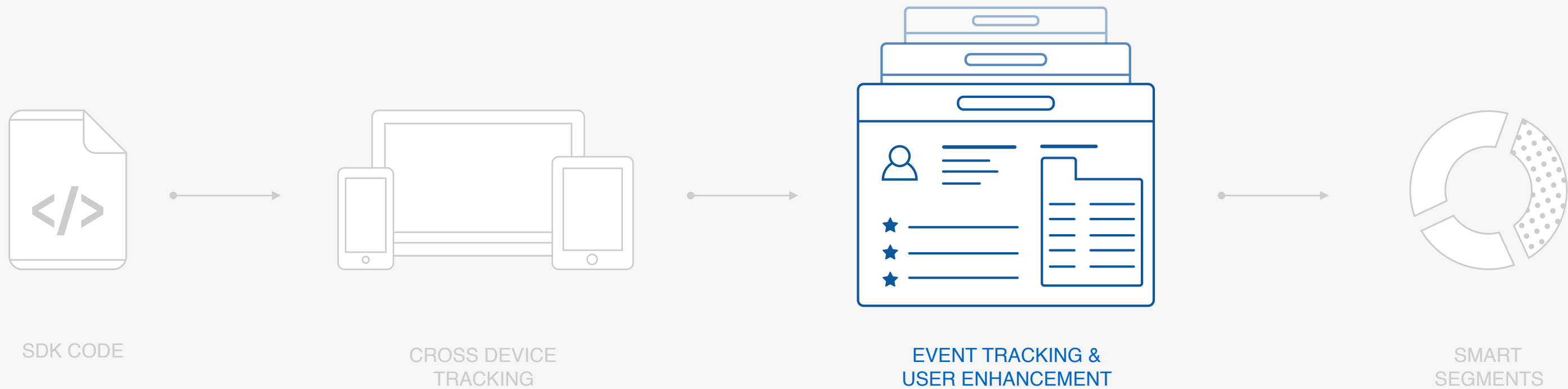
CROSS DEVICE TRACKING



The integrated SDKs enable WebEngage to track your user on every device they choose to use. The devices are tracked to the granularity of it being a desktop, mobile, tablet or any other along with the OS they employ.

Cross device tracking helps keeping your communication coherent and contextual irrespective of the device of access and hence cutting out the redundancy by making the experience personalized and relevant.

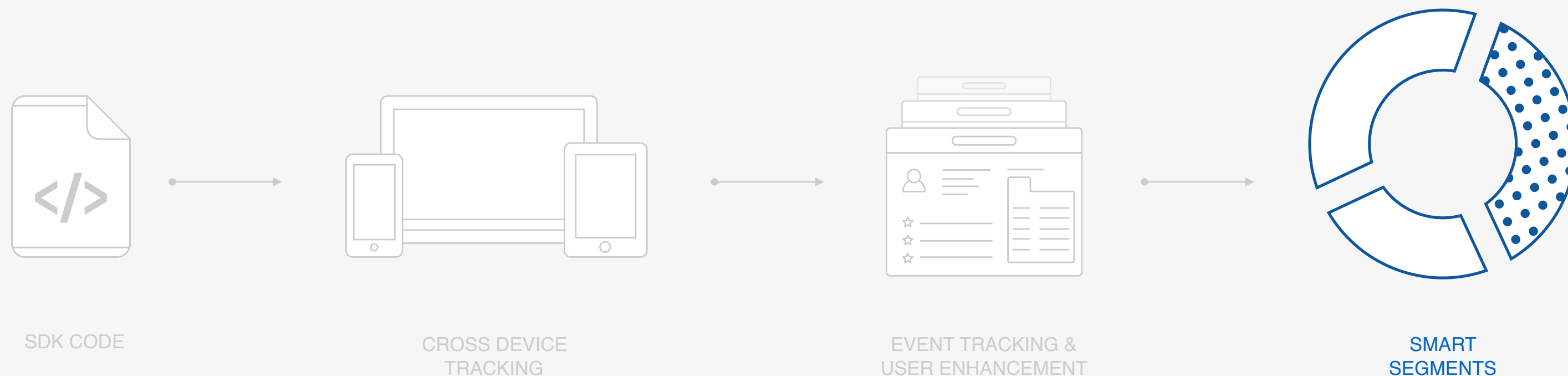
EVENT TRACKING AND USER ENHANCEMENT



There are a number of **events that happen on your mobile app and website**, either performed by the user or the system. Such events or actions are recorded to enrich the user profile. All of these **events, attributes and actions are populated under a single customer view** which translates to an enriched user persona of your users.

WebEngage **tracks events for both anonymous and logged in users** enabling you to reach your anonymous users contextually, like never before.

SMART SEGMENTS



Segmentation of you audience in groups on the basis of:

- **Who they are - User attributes**
- **What they do - User behaviour**
- **How they reach you - Technology they use**

Move beyond the static query based segment creation. Say hello to Rolling Segments.

SMART SEGMENTS

Eg: All high LTV customers who haven't transacted in the last 30 days

SEGMENT NAME:
Segment 1

FILTERS:

Location Country is India

AND OR

Location City is not Mumbai

AND OR

Technology OS is iOS

AND OR

Acquisition Source is not Facebook

Events did not do Purchase

at most 10 times

between Date 21st Feb, '17

and Date 21st Feb, '17

AND OR

Engagement received Churn campaign

after 21st Feb, '17

AND OR

Activity Session count is

at most 10 in last 14 days

ADD FILTER



MULTICHANNEL ENGAGEMENT

Targeted, coherent and triggered engagement on all the channels of reach between your user and your business. Create campaigns to automate communications on all channels viz. Web, App, Email and SMS.



WEB MESSAGES

A web message can either be:

A **WEB NOTIFICATION** with or without a CTA button

OR

an **ONSITE SURVEY** asking your users about things that matter.

Businesses globally use our web messages to

- **Personalize the user experience**
- **Gather user insights**
- **Or simply generate leads**


Notifications

EXPERIENCE THE BENEFITS OF
CLOUD COMPUTING FOR YOURSELF



TRY NOW FOR FREE

Survey



Subscribe to our newsletter
& get exclusive offers on Mobile,
Laptops, LEDs, Appliances & more.

Submit

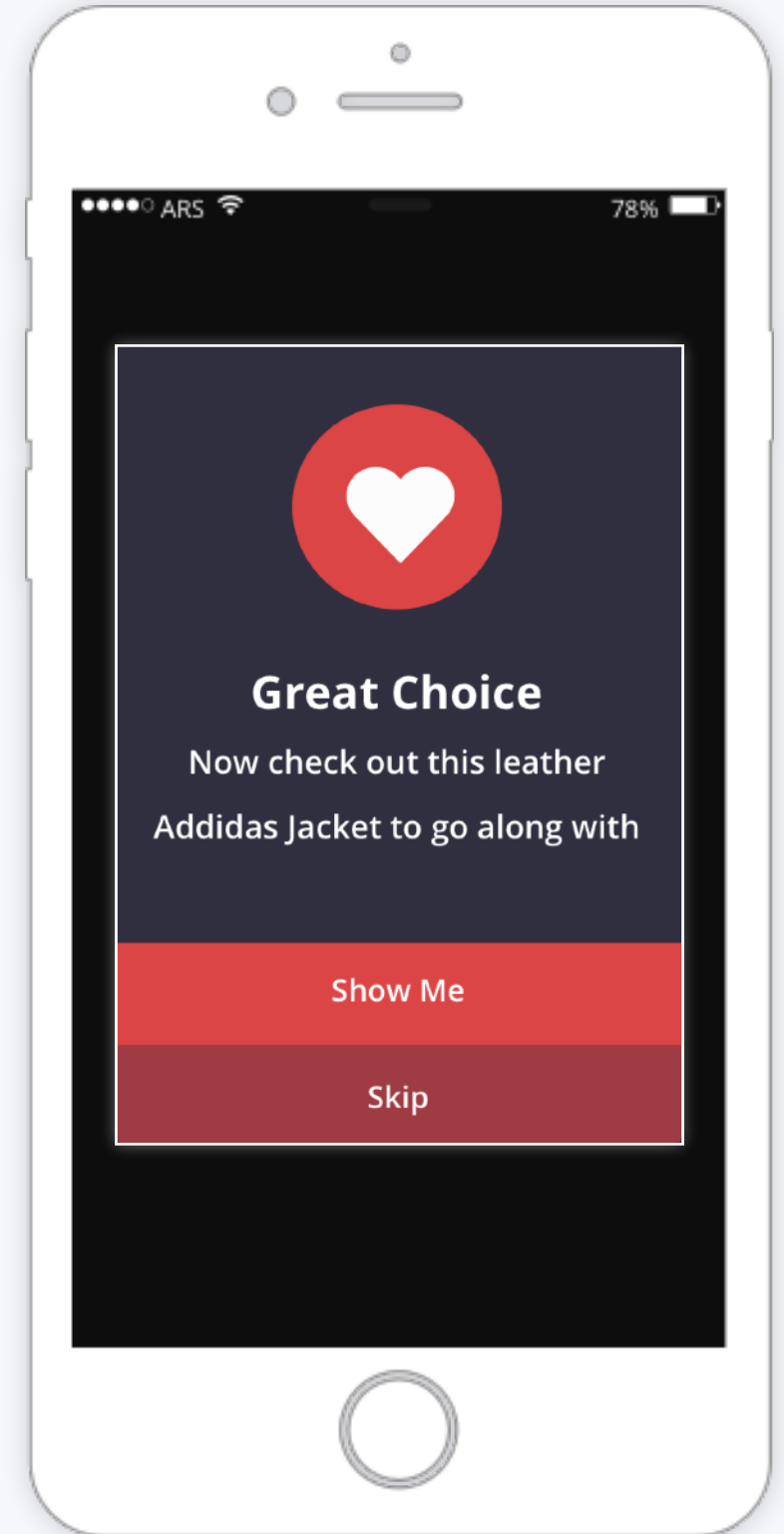


IN-APP MESSAGES

In-app messages are the messages you display on screen while a user is using the app.

In-app messages are a great way to **push contextual messages** and **reaching your users** while they are **using your app**, thus building **relevance**.

IN-APP





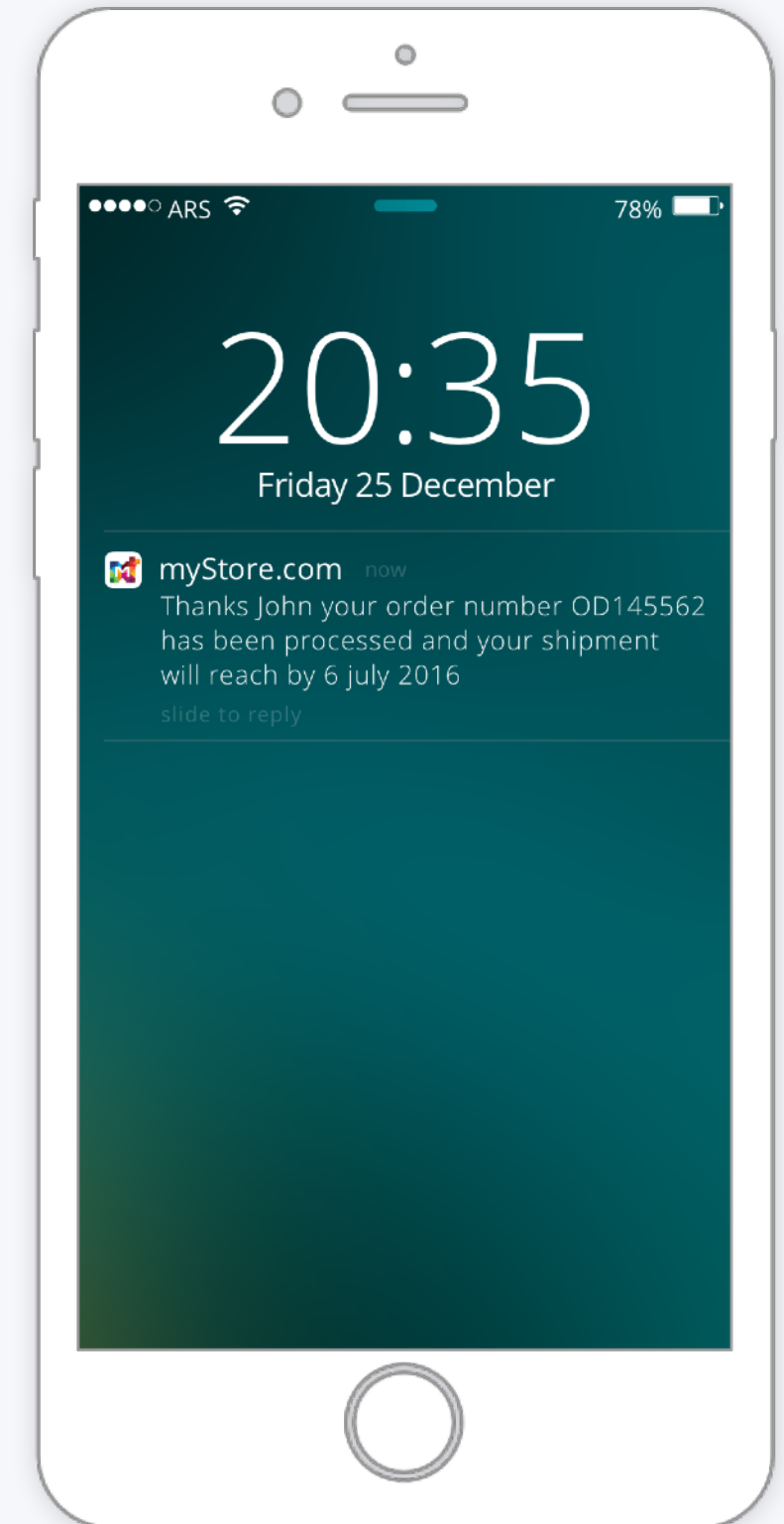
PUSH NOTIFICATIONS

Push notifications let your application notify a user of new messages even **when the user is not actively using your application.**

Targeted and personalised push notifications have a **high CTR and proven conversions.**

It is a great tool to **engage and re-engage** your users to your app.

PUSH NOTIFICATION





EMAIL CAMPAIGNS

WebEngage enables you to create **contextual and triggered email campaigns** using an **email service provider of your choice**.

You can define **segments and triggers** which decide to whom and when an email is sent.

Email as a channel has always been a reliable one, now you can increase its ROI manifolds by adding context and relevance to the reach it provides.

EMAIL



Hello John,

Thank you for choosing FlyFast Airways

Your flight booking #FCDFGA is confirmed.

| | |
|---|---|
| | Indigo Flight 587 June 27- Confirmation #FCDFGA |
| | Terminal Gate 7:35 PM B1 - 8:50 PM |
| Indigo 496 BOM to DEL June 22 10:40 AM | Indigo 587 DEL to BOM June 27 07:35 AM |

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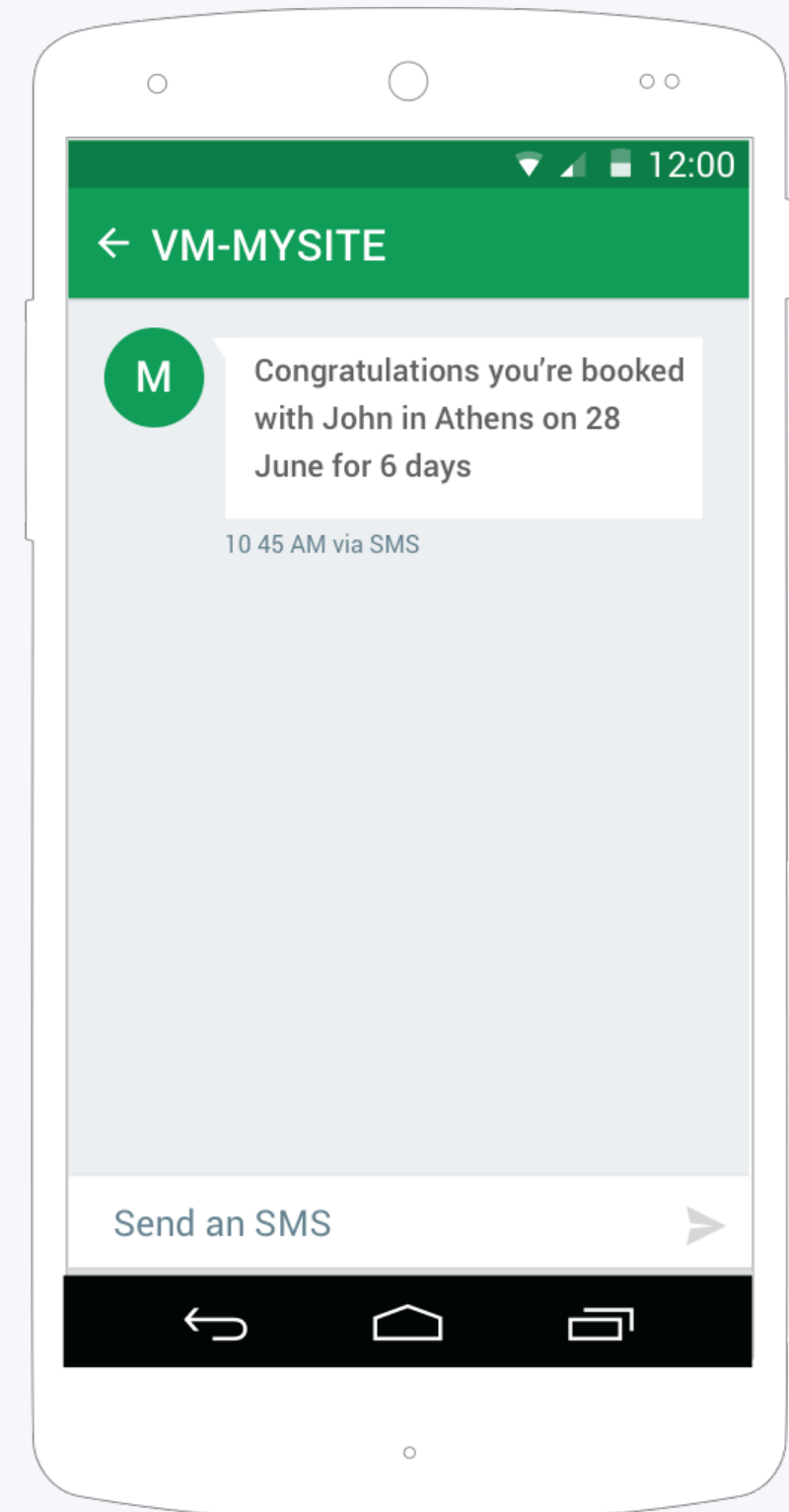


SMS MESSAGES

SMS as a medium, when utilised diligently can work wonders for the reach as well as conversions.

We add context, triggers and personalisation to this time-tested marketing channel, making it more effective and efficient at the same time.

SMS MESSAGE



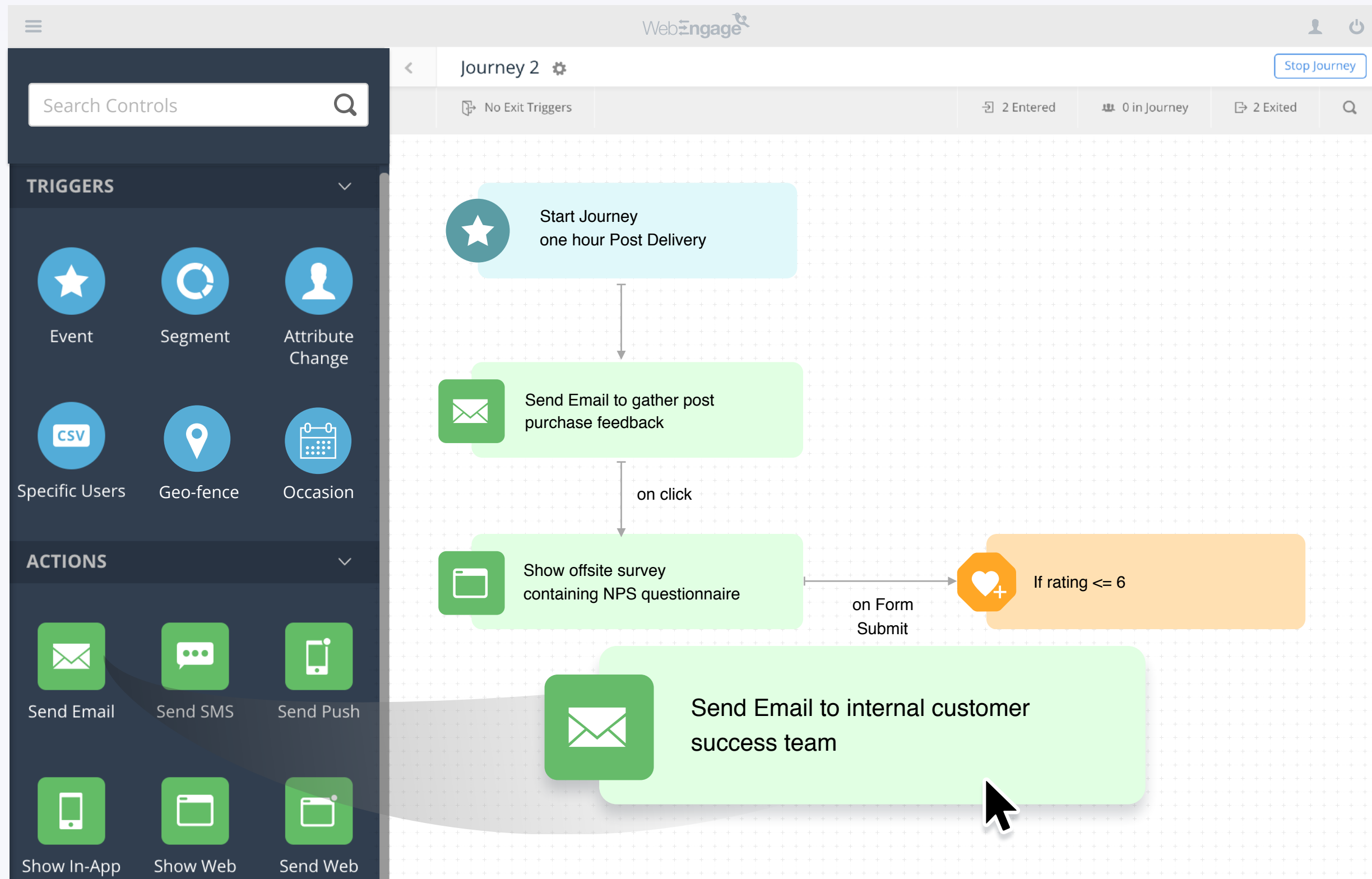
AUTOMATING WORKFLOWS USING JOURNEY DESIGNER

Drag and drop journey designer to design automated workflows for user engagement.



JOURNEY DESIGNER

With our 'drag n drop' journey designer, create flowcharts and architect automated user journeys for each of your user segments









COMPONENTS

Triggers

They are the events or conditions that set-off the actions in the flow.



TRIGGERS ▼

-  Event
-  Segment
-  Attribute Change
-  Specific Users
-  Geo-fence
-  Occasion

COMPONENTS - TRIGGERS

EVENT

An event is when something worth noticing happens. It can mean - a button click, mouse movement, text enter, page scroll and so on.

SEGMENT

Segments are the different groups of users created based on their behaviour and/ or attributes.

SPECIFIC USERS

Add a specific set of users at the runtime of a journey

ATTRIBUTE-CHANGE

Attributes are user details such as name, birthday, last seen and more. Attribute change is a trigger which sets off when a mentioned attribute's value is changed.

COMPONENTS - TRIGGERS



OCCASION (profile date)

Occasion is a defined special date. This can be picked from all the dates mentioned or captured for a user profile such as birthday, anniversary or completion of an year with you



GEO FENCE

An entry or exit from a marked geo boundary can trigger a journey. Specific use-cases finds application for push notifications.









COMPONENTS

Actions

Actions are the campaign elements that are set-off once the trigger is true.



ACTIONS ∨

| | | |
|---|---|--|
|  |  |  |
| Send Email | Send SMS | Send Push |
|  |  |  |
| Show In-App Message | Show Web Message | Send Web Push |
|  |  | |
| Call an API | Set User Attribute | |

COMPONENTS - ACTIONS



SEND EMAIL

Triggered emails to selected segments with granular personalization abilities.



SEND PUSH

Push messages for both android and iOS. Targeted and personalized notifications with geo-fencing to increase effectiveness.



SEND TEXT

Targeted, personalized and triggered promotional as well as transactional SMSs.



SHOW WEB MESSAGE

Web notifications and onsite surveys. Robust targeting engine with granular personalization to engage your web traffic like never before.

COMPONENTS - ACTIONS



SHOW IN-APP MESSAGE

Triggered emails to selected segments with granular personalization abilities.



SET A USER ATTRIBUTE

Push messages for both android and iOS. Targeted and personalized notifications with geo-fencing to increase effectiveness.



SEND WEB PUSH

The WebEngage API can be called with an unique combination of the User ID and unique Journey ID. This would automatically activate the specified journey for the user.



CALL API

The WebEngage API can be called with an unique combination of the User ID and unique Journey ID. This would automatically activate the specified journey for the user.






COMPONENTS

Conditions

Conditions are the checks that decide if the actions are undertaken on a segment of users. Conditions supersede triggers.



CONDITIONS

-  Is In Segment
-  Has Done Event
-  Check User Attribute
-  Engagement Response
-  Is Reachable On Channel

COMPONENTS - CONDITIONS



CHECK USER ATTRIBUTE

The journey continues only if a user attribute value check is true or false.



IS IN SEGEMENT

Journey continues for a user only if he/she is in the specified segment.



IS REACHABLE ON CHANNEL

An engagement action is implemented only if the user is reachable on a particular channel or a set of channels.



HAS DONE EVENT

The event can be specified by you. The journey continues for the user only if the user has done the event.



ENGAGEMENT RESPONSE

Similar to the engagement responses when used as triggers, such as CTA click, window close, form fill and more. Each one of these responses can be used as a break condition to the journey.






COMPONENTS

Flow Control

Flow Control elements let you control the flow by introducing a 'wait', an A/B split and alike.



FLOW CONTROL

-  Wait for some time
-  Wait for an Event
-  Wait for a Date
-  End Journey
-  A/B Split

COMPONENTS - FLOW CONTROL



WAIT

This lets you add a time based delay in the workflow.



WAIT FOR EVENT

This lets you wait till a specific period till a specific event has occurred atleast once.



END JOURNEY

This block lets you set an exit point unconditionally. Use this block to end the journey within the workflow.



WAIT FOR DATE

This block lets you wait till a specific date and time in future.

COMPONENTS - FLOW CONTROL



A/B SPLIT

This lets you split the user flow on the basis of variants/experiments. This can be used to split users from same node to multiple channels. eg. you can split user flow and send 50% of traffic to node with email channel and other 50% to node with SMS channel.

HOW WE DO IT

Simple DIY flowcharts for easier understanding and effortless management of your automation.

The screenshot displays the WebEngage automation builder interface. On the left is a dark sidebar with a search bar labeled "Search Controls" and two sections: "TRIGGERS" and "ACTIONS".

TRIGGERS:

- Event (star icon)
- Segment (refresh icon)
- Attribute Change (person icon)
- Specific Users (CSV icon)
- Geo-fence (location pin icon)
- Occasion (calendar icon)

ACTIONS:

- Send Email (envelope icon)
- Send SMS (text bubbles icon)
- Send Push (mobile phone icon)
- Show In-App (mobile phone icon)
- Show Web (web browser icon)
- Send Web (web browser icon)

The main workspace shows a flowchart on a grid background. At the top right, there are "Save Draft" and "Publish Journey" buttons. Below them, a summary bar shows "2,451 Entries", "4 Conversion Paths", and "8% Conversion".

The flowchart steps are:

- Check user attribute (orange box with person icon)
- Is in pre-defined Segment? (orange box with refresh icon)
- Is reachable on channel (orange box with mobile phone icon)
- Show Web message (green box with web browser icon)
- Check engagement response (orange box with heart icon)
- Update to CRM (light blue box with right arrow icon)

Branching from the "Is reachable on channel" step, four actions are triggered:

- Send Email (green box with envelope icon)
- Send Text (green box with text bubbles icon)
- Send Push Notification (green box with mobile phone icon)
- Show In-App message (green box with mobile phone icon)

SAMPLE JOURNEYS FOR AUTOMATED ENGAGEMENT

CONVERT ANONYMOUS VISITORS INTO LEADS

Just before users abandon your site, ask them what they were looking for, and capture their details using a lead-in form triggered using leave-intent tech. Push this data to your internal CRM, build an audience for your inbound marketing activities.

The screenshot displays the WebEngage marketing automation interface. On the left is a sidebar with a search bar labeled "Search Controls" and two main sections: "TRIGGERS" and "ACTIONS".

- TRIGGERS:** Includes icons for Event, Segment, Attribute Change, Specific Users, Geo-fence, and Occasion.
- ACTIONS:** Includes icons for Send Email, Send SMS, Send Push, and other actions.

The main workspace shows a journey flow on a grid background. At the top right, there are "Save Draft" and "Publish Journey" buttons. Below these, summary statistics are shown: 2,451 Entries, 4 Conversion Paths, and 8% Conversion.

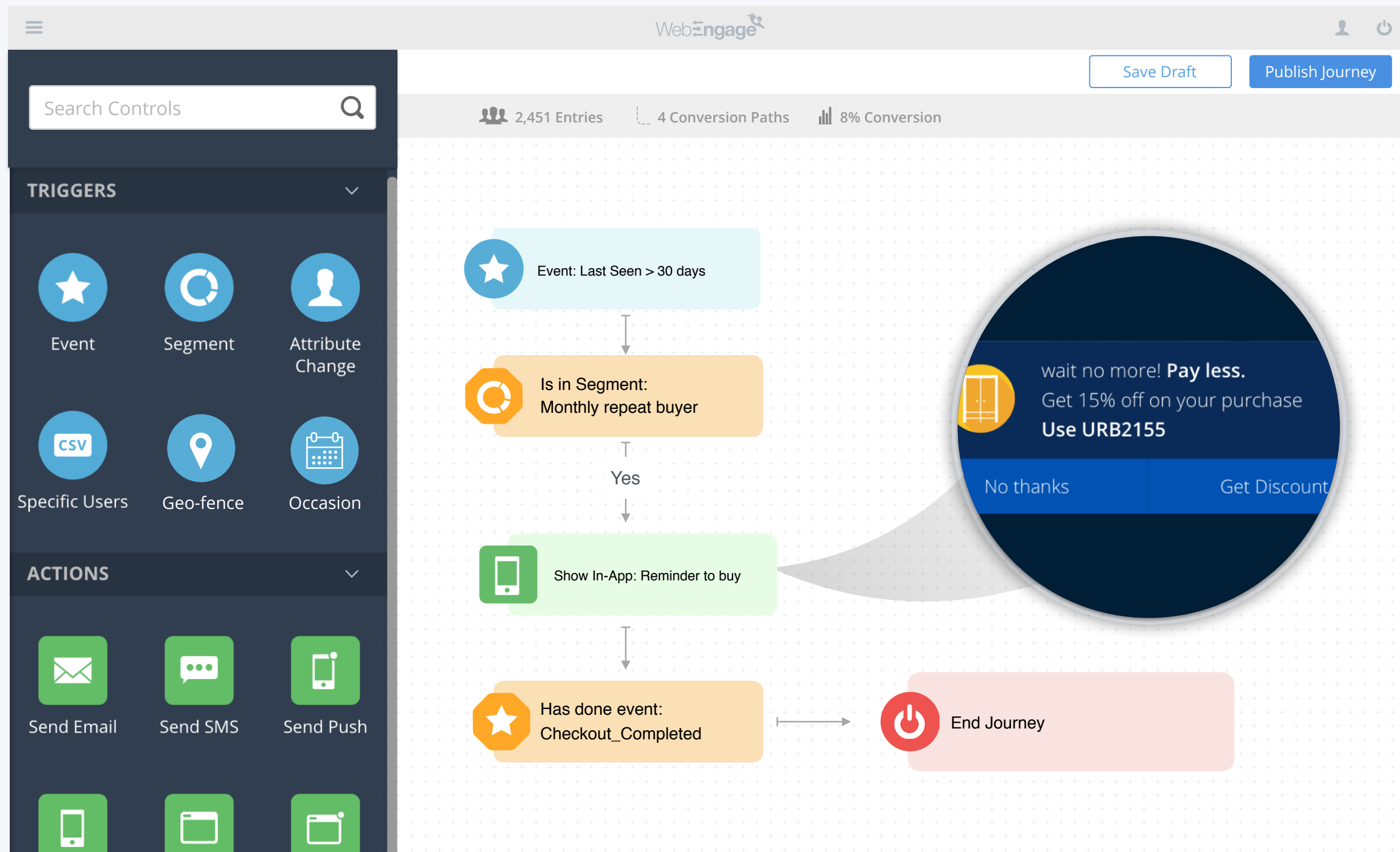
The journey flow consists of the following steps:

- Check Email Attribute:** An orange box with a person icon. A "Yes" path leads to "End Journey", and a "No" path leads to "Show Lead-gen survey".
- Show Lead-gen survey:** A green box with a document icon. A "Yes" path leads to "Add to your email List".
- Add to your email List:** A green box with an envelope icon.
- End Journey:** A red box with a power button icon.

A circular callout on the right shows a survey form with the text: "Tell us what you are looking for? We will be very happy to help you." The form includes two input fields: "What were you looking for?" and "Enter your email id here", followed by a "Submit" button.

CONTEXTUAL REMINDERS TO INCREASE REPEAT PURCHASE

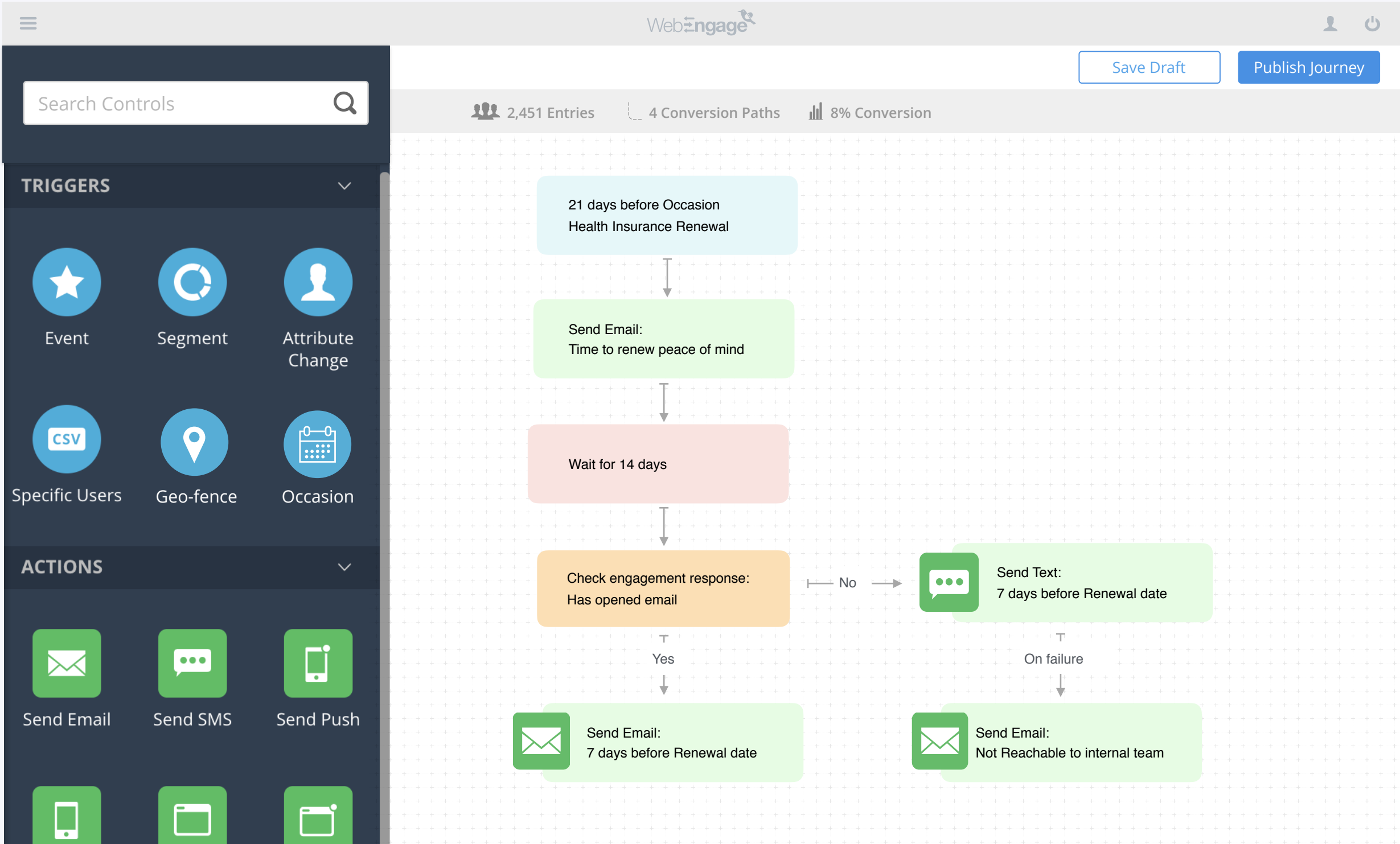
Users today demand seamless and personalized experience. This makes the need for contextual interaction even more important. Track user behavior and activity; use the data to push relevant offers at right time in user journey, seamlessly across devices.



AUTOMATED RENEWALS FOR BFSI

Renewal business is huge for all BFSI companies. Creating a user journey for it automates the whole process of reminders via emails, texts and notifications.

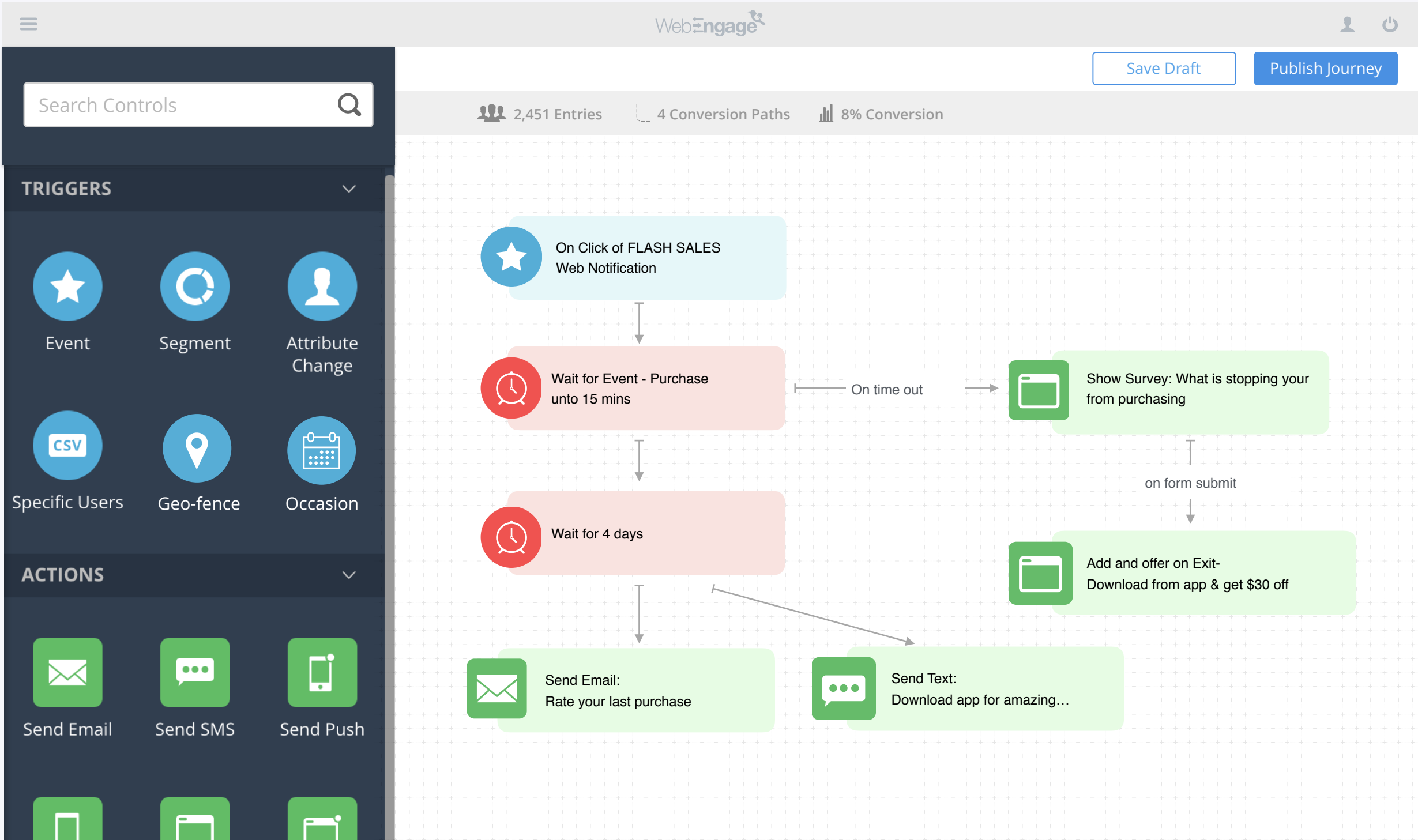
It checks the accessibility of the customer and send reminders well in time for a physical reach out as well.



MAKE THE BEST OF YOUR FLASH SALES, BOOST YOUR GMV

You have a flash sale on and your marketing has been on full throttle about it. But the majority of the visitors that come on your website either just browse and bounce off or add products to their cart and abandon it.

The marketing spend doesn't turn into GMV and the ROI isn't justified. WebEngage saves the day by constant user engagement.



WHAT MAKES US COOL?

COOL FACTOR

#1: GEO FENCING

Wouldn't it be cool if you could: **Define a geographical area**, to the extent of meters and whenever your user enters or exits that defined area, you could trigger a push notification, SMS or an email with your message!

Geo-fencing feature in your dashboard does exactly that.



When do you want to send or show this message *

Trigger

Event Triggers

On Joining Segment

On Exiting Segment

Geo Fencing Reset

On entering

Lat: -- Long: -- Radius: --

Set Campaign Dates:

Begin runs till at

Set Frequency capping for this message

Send/display message once

COOL FACTOR

#2: DYNAMIC SEGMENTS

It's high time the world moved ahead of the query-based static-segments. It's time for the future.

Dynamic segments are dynamic in nature and once defined, users enter and exit the segment as per the defined criteria.

Example: All Users who have completed_checkout in the last 1 month

User ▼

New or Returning Reset

All users ▼

Behaviour ▼

Users who DID: Reset

Checkout ▼ once ▼ ⊕

Filters Reset

Checkout_completed ▼ is within ▼ last ▼ 1 month(s) ▼ ↻ 🗑️

#3: GOALS AND CONVERSION

Define the goal you want to achieve via a WebEngage campaign in your dashboard and we will track it for you. You can view the conversions that your campaigns resulted in, along with extensive and actionable reports.

Conversion

TRACK CONVERSION? Yes

CONVERSION EVENT: ▼

CONVERSION DEADLINE: ▼ from delivery

Variation distribution

CONTROL GROUP Respect DND hours. Do not send messages between 10pm and 8am.

VARIATION DISTRIBUTION Use system defined control group size and distribute the remaining percentage among all variations equally.

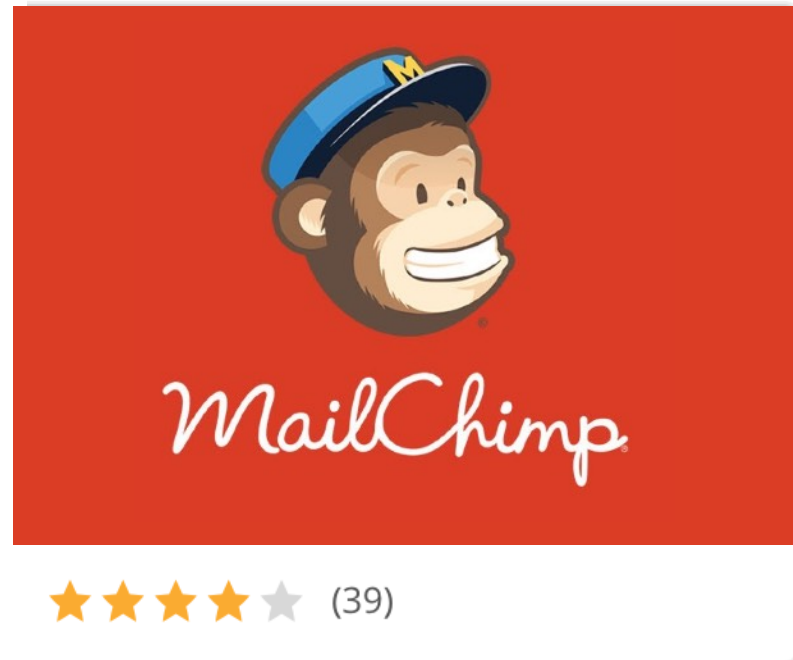
CG ORIGINAL

TEST AND SEND WINNERS Test and send winning variation to customers automatically. Win is determined by the conversion rate.

COOL FACTOR

#5: THE EXTENSION STORE

We play nice with all the tools you use and more. Our extension store offers out-of-box integrations with all the major tools in the marketing ecosystem.

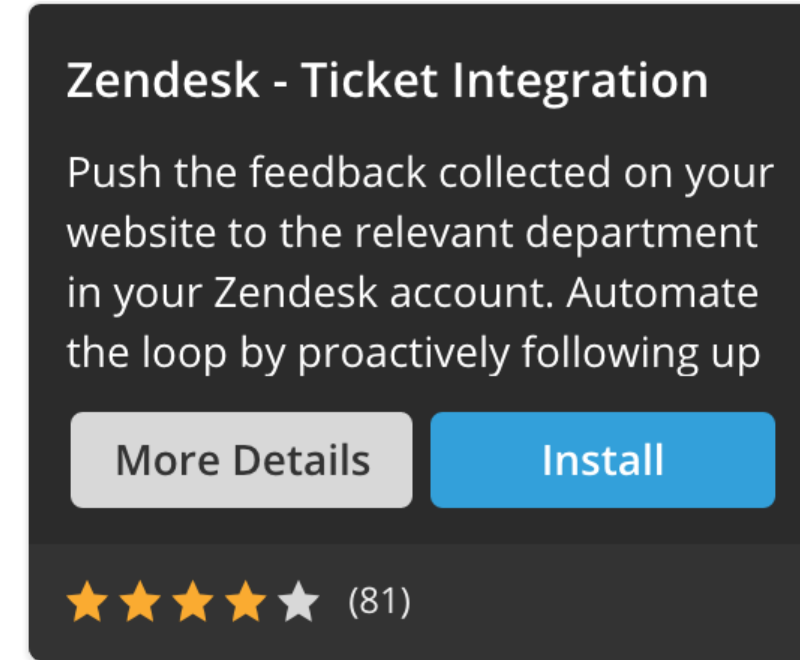


MailChimp extension card featuring the MailChimp monkey logo on a red background. Below the logo is the text "MailChimp" in a white script font. At the bottom, there is a rating of 4.5 stars (5 yellow stars, 1 grey star) and the number (39).



Salesforce extension card featuring the Salesforce logo in white on a blue background. Below the logo is a rating of 4.5 stars (5 yellow stars, 1 grey star) and the number (24).

... and many more



Zendesk - Ticket Integration extension card with a dark grey background. The title "Zendesk - Ticket Integration" is in white. Below it is a description: "Push the feedback collected on your website to the relevant department in your Zendesk account. Automate the loop by proactively following up". At the bottom, there are two buttons: "More Details" (grey) and "Install" (blue). Below the buttons is a rating of 4.5 stars (5 yellow stars, 1 grey star) and the number (81).

Loved by 40,000 businesses across the world.



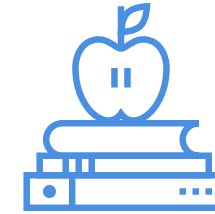
READ MORE ABOUT US:



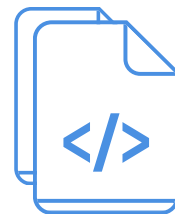
Case Studies



Marketing Blog



Knowledge Base



Technical Docs



Company Blog

Schedule a demo now

Don't take our word for it. hear it from our clients



Rajan Bajaj, CEO @ SlicePay

“

We used WebEngage's Journey Designer to create automated workflows to engage with users on channels like Email, Push, Text, In-app and Web. The ability to create coherent communication across the user lifecycle has brought tremendous impact on conversions.



Soyinka Majumder, Retention Marketer @ Goibibo

“

WebEngage helped us channelize our communication effectively with its Journey Designer. Using it we were able to create automated, multi-channel workflows that increased ROI on inbound traffic and reduced search drop offs across channels. It has not only increased engagement time matrix but also affected overall business numbers and funnel optimization.



Abhishek Joshi, Digital Marketing Head @ Housejoy

“

"WebEngage has not only helped us increase our conversion rate by allowing us great flexibility with on-site personalization, It has helped us increase the communication frequency to various segments by automating a lot of manual tasks and has also led to improvement in our repeat cohorts"



Pratyush Jalan, Founder and CEO @ BoxMySpace

“

"The biggest pain-point which we removed using WebEngage, was by having a single platform through which we could create different types of lead generation forms and have a single repository for them. Moreover, the WebEngage journey designer helped us automate the lead nurturing process, significantly helping us cut back on repetitive tasks in the process."



The most powerful multi-channel user engagement platform

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 support@webengage.com

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